

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product DCCC

Estimate# 1474

Buyer Maura Gilroy

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW, SUITE 100

WASHINGTON, DC 20007

Agency C/P1/P2/E 11/14/1474

Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

**V3 RESENDING AS DCCC- DO NOT DBL BOOK

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/07-10/07	10A-11A	FOX NEWS SUNDAY	:30	\$200.00	SU	1	1	1	\$200.00
2	10/02-10/08	6P-630P	BIG BANG THEORY	:30	\$800.00	TU-F,M	2	1	2	\$1,600.00
3	10/02-10/08	730P-8P	TWO & A HALF MEN	:30	\$1,000.00	TU-F,M	2	1	2	\$2,000.00
4	10/02-10/08	10P-11P	CHANNEL 11 NEWS ON FOX53@10	:30	\$1,000.00	TU-F,M	2	1	2	\$2,000.00
5	10/02-10/08	11P-1130P	SEINFELD	:30	\$300.00	TU-F,M	1	1	1	\$300.00

---REPORT TOTALS---

Report Totals: 8 / \$6,100.00

---SALES MONTHLY TOTALS---

Oct 12: 8 / \$6,100.00
Sales Totals: 8 / \$6,100.00
Station Totals: 8 / \$6,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$67,778	CABL	0%	KDKA	33%	UNKN	0%	WPCW	3%	WPGH	9%
		WPMY	1%	WPXI	28%	WTAE	26%				

Books null

Demos RA35+